

V. Vision and Guiding Principles

The Master Plan for the Powers Ferry Corridor seeks a foundation in the desires of the community. At times, various elements of the community offered opposing viewpoints, but the vision seeks to define a common language and a set of ideas for the future of the Powers Ferry area. As the community shared their views, it became evident that they all had one thing in common; A desire to improve a place that is highly valued and critical to the health of their community.

It is the goal of this Master Plan to reflect the common vision shared by the community and provide a positive direction for the future of the Powers Ferry planning area. In this way, a statement of vision should provide the way for shared values and a basis for cooperation between the residents, property owners, developers and Cobb County Government as the community addresses future development dilemmas in the corridor.

V.A Vision

A vision statement for the Powers Ferry Master Plan offers a statement of the purpose for the redevelopment process, painting a broad picture for the future of Powers Ferry. Fortunately, this area has tremendous opportunity due to its location advantage. This has led to a vision statement developed for and by the community which will be a guiding force for the future of Powers Ferry Road.

“The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.”

V.B Guiding Principles

To support the community’s vision for the corridor, 6 guiding principles were developed based on public information gathered through the 3 public meetings. The principles act as building blocks to the goals and policies and aim to further define essential attributes key to implementing the vision.

Encourage development of focus area

One of the more frequent comments heard throughout the planning process was the establishment of a focus area along Powers Ferry Road. It was suggested that



a village center concept be established to help create a place that would identify the Powers Ferry Corridor and attract residents and visitors. A mix of uses that support the livability of the surrounding community would be appropriate with residential uses, unique small-scale retail shops and small office units. Redevelopment efforts within this active urban center would be designed as a destination place with human scale features with particular attention given to address the needs of the pedestrian.

Balance housing opportunities

Residential uses within the study area are predominantly rental-occupied. At the same time these multi-family structures are older and near the end of their life cycle. An approach to leveling the tenure imbalance would be to encourage reinvestment through incentive packages that would increase competition and allow a more favorable mix of owner and rental occupied units together in the same community.

Develop a strong sense of identity

Uses throughout the Powers Ferry Study Area are disconnected and built with the automobile in mind. Because public spaces and pedestrian-oriented uses have not been part of the equation, this provides obstacles in creating a sense of place. For visitors to have a clear sense of where they are and to give residents a sense of belonging it is important that future developments address how the relationship between the building and street affects the character of the corridor.

Improve aesthetics

Community appearance-related issues are of fundamental importance. Improving the aesthetics of the corridor is essential to the success and unique identity that is attempting to be accomplished by the Powers Ferry Master Plan. Enhancing the attractiveness of the area can best be achieved through a process of taking into account government efforts and private development activities. A well defined process is necessary to bring order and improved designed quality to Powers Ferry's appearance. Also, by encouraging residents to take on grass roots efforts in beautifying the corridor a sense of community pride can develop helping create an identity and improving the appearance of the of the corridor.



Increase mobility and connectivity

East-west connectivity through the study area is currently adequate; however, the same cannot be said for north-south connectivity, which provides only two alternatives via Interstate 75 and Powers Ferry Road. Traffic volume numbers as well as public feedback suggest other connectivity opportunities are needed, as well as development of other modes of transportation. Due to significant barriers, such as Interstate 75 and the Chattahoochee National Recreational Area, creating other north-south vehicular connectivity routes are limited.

In addition, choices for different modes of transportation should be available and designed to provide safe access for all users. Providing a safe environment that is, walkable, includes multi-purpose trails and bicycle lanes and easy access to transit, can reduce reliance on the automobile and subsequently help build that desired sense of identity.

Connect to natural environment

Healthy communities tend to include a rich variety of public spaces for social gathering, recreation, cultural events and connecting to nature. Already, this part of Powers Ferry is adjacent to the National Recreation area, a creek and mature natural settings within some of the residential developments. Being able to connect to these open space systems and preserving some of the natural environment can become a key element in contributing positively to the community.

V.C Goals & Policies

Goal statements are long term outcomes that link the vision with plan. When all goals have been met the vision becomes reality. Policies provide ongoing guidance and direction to local government officials, developers and property owners for making decisions consistent with achieving the community vision or addressing community issues and opportunities. The following goals are based on the before mentioned guiding principles and provide the foundation for the recommendations and implementation strategy.

Land Use

Goal: The Powers Ferry area is a vibrant community with a distinct blend of uses and scales which include public gathering areas, diverse housing choices and economically efficient buildings at the human scale.

Policy #1: Develop a unique and vibrant mixed-use pedestrian friendly village that incorporates community-serving uses, outdoor plazas and civic art with new residential and job producing uses.

Policy #2: Improve the overall quality of housing to ensure new developments and residential redevelopments meet high quality standards.

Policy #3: Stimulate a variety of sustainable housing choices that includes home ownership to meet the diverse and evolving needs of families and individuals in the Powers Ferry community.

Policy #4: Revise zoning ordinance and building codes to assist redevelopment efforts within underutilized commercial centers

Policy #5: Establish energy-efficient, healthier and environmentally sustainable building codes in the Powers Ferry community.

Transportation

Goal: The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic

Policy #1: Promote connectivity of the road network by creating a smaller grid network of streets.

Policy #2: Utilize unique access management design that allows inter-parcel connectivity and on street parking for retailers while allowing minimal obstruction to through traffic along arterial roadways in the village center

Policy #3: Improve mobility by increasing transportation opportunities such as sidewalks, multi-use trails, and bike lanes

Policy #4: Improve parking facilities to ensure compatibility with urban character

Policy #5: Ensure planned bicycle and pedestrian networks are safe and connect to Brumby Elementary

Policy #6: Encourage developers to incorporate designs which promote pedestrian and bicycle activities

Economic Development

Goal: Businesses within the Powers Ferry area cultivate a balanced economy that capitalizes on the diverse population of the community

Policy #1: Encourage programs that attract and retain businesses within the Powers Ferry area

Policy #2: Increase the marketability of the Powers Ferry community by taking advantage of existing and future Business Associations, the Cobb Chamber of Commerce and the Cumberland CID.

Policy #3: Explore funding programs to assist retailers to market/promote their businesses

Policy #4: Stimulate a vibrant, sustainable and diverse economy with opportunities for employment and entrepreneurship.



Policy #5: Encourage specialty and diverse retail shops to attract shoppers to the area.

Open Space & Natural Environment

Goal: Open space and the natural environment is an asset to the Powers Ferry community by providing health, recreation and environmental benefits.

Policy #1: Encourage landmarks or gateway features to highlight access points to the Chattahoochee National Recreation Area

Policy #2: Utilize publically owned lands as open space, access points to programmed trails or neighborhood passive recreations areas

Policy #3: Enhance the quality of life through initiatives that respect the natural environment

Community Appearance

Goal: The Powers Ferry corridor is an engaged and attractive community with a sense of place

Policy #1: Develop a unique, desirable image for the community in coordination with the residential and business community

Policy #2: Encourage high standards of aesthetics and compatible design of public and private developments

Policy #3: Endorse business associations, home owner associations or other community organizations that develop community involvement programs to further enhance the quality of life of the Powers Ferry area

Policy #4: Promote the areas valued features and built environment as a means to trademark the Powers Ferry Community

Policy #5: Improve landscaping, lighting, signage, underground utilities and building design to add value to the community

VI. Recommendations & Implementation

The Powers Ferry Road area is a desirable part of Cobb County and will continue to attract both residential, commercial and office growth based on its access and location to job centers, regional attractions and recreational facilities. This is clearly exhibited by current development patterns and market changes that show a reduction in office and retail demand with a residential market that continues to develop and sell even during the collapse of the national housing market. As stated in the purpose section of this document, this master plan is an effort to effect change to the current development patterns to accommodate future growth but at the same time improve the quality of life of current and future residents.

This section of the study details the culmination of a nine month planning process that started based on the real opportunity to impact future development patterns within the Powers Ferry Study area. By gathering and studying several aspects of existing conditions and following through an extensive public involvement process, the Project Team has formulated a plan based on issues discovered and brought forth throughout the planning process.

The Powers Ferry Master Plan is not intended to specifically predict or dictate future development, but provide a guiding vision for future growth that is based on the hopes, desires, and economic realities of the future. The following recommendations start off with the Conceptual Master Plan Map and then are broken down into the 5 planning elements that coincide with the goals and policies of the master plan.

VI.A Conceptual Land Use Map

The conceptual land use map (**Figure 40**) serves as a broad guide to future investments and outlines the type and scale at which future development should occur within this part of the Powers Ferry corridor. The map encompasses the desires of the community that have been conveyed to the planning team over the course of the last 9 months.